



## Corporate Training Materials

All of our training products are fully customizable and are perfect for one day and half day workshops. You can easily update or insert your own content to make the training more relevant to participants. Our material is completely customizable and is backed up by a 90 day 100% no questions ask money back guarantee!

With our training courseware you are able to:

- Add your name and logo (and remove ours)
- Add your own content to make the training more relevant to your clients (i.e. using examples and case studies from within your organization or city)
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- Download training material on your time, from our secure servers

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# Preface

## What is Courseware?



Welcome to Corporate Training Materials, a completely new training experience!

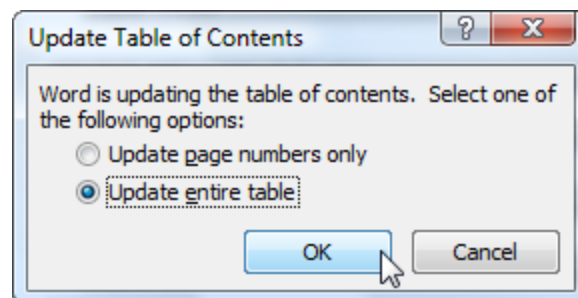
Our courseware packages offer you top-quality training materials that are customizable, user-friendly, educational, and fun. We provide your materials, materials for the student, PowerPoint slides, and a take-home reference sheet for the student. You simply need to prepare and train!

Best of all, our courseware packages are created in Microsoft Office and can be opened using any version of Word and PowerPoint. (Most other word processing and presentation programs support these formats, too.) This means that you can customize the content, add your logo, change the color scheme, and easily print and e-mail training materials.

## How Do I Customize My Course?

Customizing your course is easy. To edit text, just click and type as you would with any document. This is particularly convenient if you want to add customized statistics for your region, special examples for your participants' industry, or additional information. You can, of course, also use all of your word processor's other features, including text formatting and editing tools (such as cutting and pasting).

To remove modules, simply select the text and press Delete on your keyboard. Then, navigate to the Table of Contents, right-click, and click Update Field. You may see a dialog box; if so, click "Update entire table" and press OK.

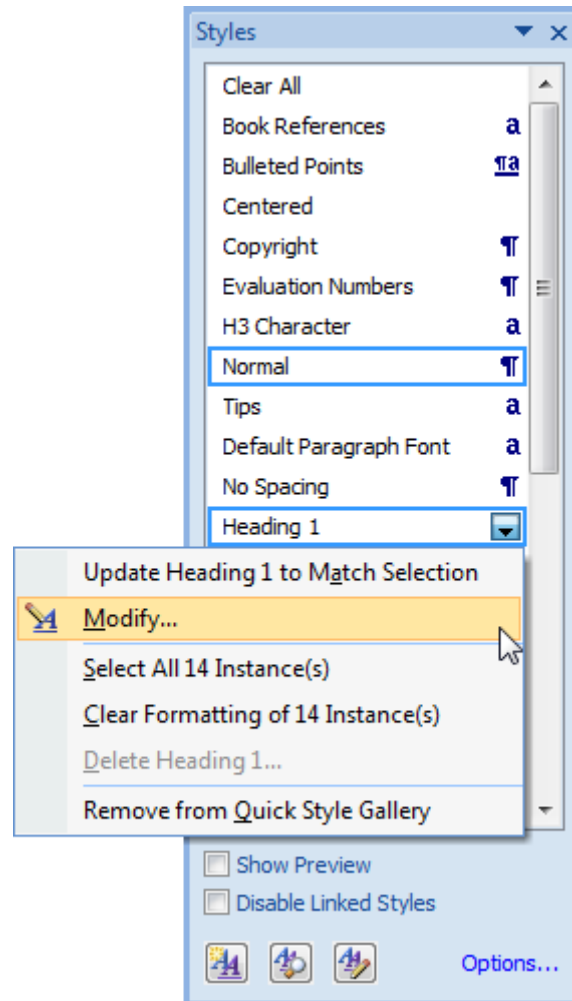


(You will also want to perform this step if you add modules or move them around.)

If you want to change the way text looks, you can format any piece of text any way you want. However, to make it easy, we have used styles so that you can update all the text at once.

If you are using Word 97 to 2003, start by clicking the Format menu followed by Styles and Formatting. In Word 2007 and 2010 under the Home tab, right-click on your chosen style and click Modify. That will then produce the Modify Style options window where you can set your preferred style options.

For example, if we wanted to change our Heading 1 style, used for Module Titles, this is what we would do:



Now, we can change our formatting and it will apply to all the headings in the document.

For more information on making Word work for you, please refer to [Word 2007 or 2010 Essentials](#) by Corporate Training Materials.

## Materials Required

All of our courses use flip chart paper and markers extensively. (If you prefer, you can use a whiteboard or chalkboard instead.)

We recommend that each participant have a copy of the Training Manual, and that you review each module before training to ensure you have any special materials required. Worksheets and handouts are included within a separate activities folder and can be reproduced and used where indicated. If you would like to save paper, these worksheets are easily transferrable to a flip chart paper format, instead of having individual worksheets.

We recommend these additional materials for all workshops:

- Laptop with projector, for PowerPoint slides
- Quick Reference Sheets for students to take home
- Timer or watch (separate from your laptop)
- Masking tape
- Blank paper

## Maximizing Your Training Power

We have just one more thing for you before you get started. Our company is built for trainers, by trainers, so we thought we would share some of our tips with you, to help you create an engaging, unforgettable experience for your participants.

- **Make it customized.** By tailoring each course to your participants, you will find that your results will increase a thousand-fold.
  - Use examples, case studies, and stories that are relevant to the group.
  - Identify whether your participants are strangers or whether they work together. Tailor your approach appropriately.
  - Different people learn in different ways, so use different types of activities to balance it all out. (For example, some people learn by reading, while others learn by talking about it, while still others need a hands-on approach. For more information, we suggest Experiential Learning by David Kolb.)
- **Make it fun and interactive.** Most people do not enjoy sitting and listening to someone else talk for hours at a time. Make use of the tips in this book and your own experience to keep your participants engaged. Mix up the activities to include individual work, small group work, large group discussions, and mini-lectures.
- **Make it relevant.** Participants are much more receptive to learning if they understand why they are learning it and how they can apply it in their daily lives. Most importantly, they want to know how it will benefit them and make their lives easier. Take every opportunity to tie what you are teaching back to real life.
- **Keep an open mind.** Many trainers find that they learn something each time they teach a workshop. If you go into a training session with that attitude, you will find that there can be an amazing two-way flow of information between the trainer and trainees. Enjoy it, learn from it, and make the most of it in your workshops.

And now, time for the training!

## **Icebreakers**

Each course is provided with a wide range of interactive Icebreakers. The trainer can utilize an Icebreaker to help facilitate the beginning of the course, as it helps “break the ice” with the participants. If the participants are new to each other, an icebreaker is a great way to introduce everyone to each other. If the participants all know each other it can still help loosen up the room and begin the training session on positive note. Below you will see one of the icebreakers that can be utilized from the Icebreakers folder.

## **Icebreaker: Friends Indeed**

### **Purpose**

Have the participants moving around and help to make introductions to each other.

### **Materials Required**

- Name card for each person
- Markers

### **Preparation**

Have participants fill out their name card. Then, ask participants to stand in a circle, shoulder to shoulder. They should place their name card at their feet. Then they can take a step back. You as the facilitator should take the place in the center of the circle.

### **Activity**

Explain that there is one less place than people in the group, as you are in the middle and will be participating. You will call out a statement that applies to you, and anyone to whom that statement applies must find another place in the circle.

Examples:

- Friends who have cats at home
- Friends who are wearing blue
- Friends who don't like ice cream

The odd person out must stand in the center and make a statement.

The rules:

- You cannot move immediately to your left or right, or back to your place.
- Let's be adults: no kicking, punching, body-checking, etc.

Play a few rounds until everyone has had a chance to move around.

## **Training Manual Sample**

On the following pages is a sample module from our Training Manual. Each of our courses contains twelve modules with three to five lessons per module. It is in the same format and contains the same material as the Instructor Guide, which is then shown after the Training Manual sample, but does not contain the Lesson Plans box which assists the trainer during facilitation.

The Training Manual can be easily updated, edited, or customized to add your business name and company logo or that of your clients. It provides each participant with a copy of the material where they can follow along with the instructor.



*If ethics are poor at the top, that behavior is copied down through the organization.*

***Robert Noyce***

## **Sample Module: Implementing Ethics in the Workplace**



Implementing ethics in the workplace is a complex but rewarding task. Every individual has a unique set of ethical standards. Allowing each person to follow his or her moral compass will result in varied results. Companies need to focus on implementing uniform ethical standards and rules throughout their organizations. Employees should never have to question whether or not they are doing the right thing.

## Benefits



We discussed the top 10 benefits of managing ethics in the previous module. Implementing ethics in the workplace will also lead to better profits and long-term growth. Unethical business practices can cause immediate financial gain, but they will cost companies customers and employees over time. When unethical practices become public knowledge, it is difficult for a business to recover its reputation.

Organizations with reputations for being ethical will also find it easier to earn credit, find investors, and expand into international markets. There are also benefits at the organizational level.

### Organizational Benefits:

- Convinces employees that the company truly values ethical decision-making.
- Builds awareness of ethical issues.
- Creates an ethical guideline for employees to follow.

## Guidelines for Managing Ethics in the Workplace

Managing ethics in the workplace requires certain tools. Every organization needs a Code of Ethics, a Code of Conduct, and Policies and Procedures, which we will discuss later. These tools direct the organization as leaders attempt to manage ethics.



### Guidelines for Implementing and Managing Ethics:

- **Give it time:** Managing ethics is a process-oriented activity that requires time and constant assessment.
- **Focus on behavior:** Do not give vague requirements; make sure that ethics management has an impact on behavior.
- **Avoid problems:** Create clear codes and policies that will prevent ethical problems.
- **Be open:** Involve different groups in ethics program and make decisions public.
- **Integrate ethics:** Make sure that all management programs have ethical values.
- **Allow for mistakes:** Teach employees how to behave ethically, and do not give up when mistakes happen.

## Roles and Responsibilities

The roles and responsibilities necessary to effectively implement workplace ethics will vary with each organization. A manager should be in place to oversee the ethics program, but he or she will need the support provided by other positions. Smaller organizations may not need to fill all of the roles listed below; determine what your company needs before executing an ethics program.



### Roles:

- **CEO:** The CEO of every company needs to support business ethics and lead by example.
- **Ethics committee:** An ethics committee will develop and supervise the program.
- **Ethics management team:** Senior managers implement the program and train employees.
- **Ethics executive:** An ethics executive or officer is trained to resolve ethical problems.
- **Ombudsperson:** This position requires interpreting and integrating values throughout the organization.

## Sample Module: Review Questions

1. Which is not an organizational benefit of ethical companies?
  - a) Convinces employees that the company truly values ethical decision-making
  - b) Builds awareness of ethical issues.
  - c) Creates an ethical guideline for employees to follow
  - d) Less profits
2. Which is not a tool for managing ethics in the workplace?
  - a) Give it time
  - b) Immediately fire those who make ethical mistakes
  - c) Be open
  - d) Integrate ethics
3. Do all companies need to fill the roles of CEO, ethics committee, ethics management team, ethics executive, and ombudsman?
  - a) Yes
  - b) No

## **Instructor Guide Sample**

On the following pages is a sample module from our Instructor Guide. It provides the instructor with a copy of the material and a Lesson Plans box. Each Instructor Guide and Training Manual mirrors each other in terms of the content. They differ in that the Instructor Guide is customized towards the trainer, and Training Manual is customized for the participant.

The key benefit for the trainer is the Lesson Plan box. It provides a standardized set of tools to assist the instructor train that particular lesson. The Lesson Plan box gives an estimated time to complete the lesson, any materials that are needed for the lesson, recommended activities, and additional points to assist in delivering the lessons such as Stories to Share and Delivery Tips.

*If ethics are poor at the top, that behavior is copied down through the organization.*

***Robert Noyce***

## **Sample Module: Implementing Ethics in the Workplace**



Implementing ethics in the workplace is a complex but rewarding task. Every individual has a unique set of ethical standards. Allowing each person to follow his or her moral compass will result in varied results. Companies need to focus on implementing uniform ethical standards and rules throughout their organizations. Employees should never have to question whether or not they are doing the right thing.

## Benefits

<b>Estimated Time</b>	20 minutes
<b>Topic Objective</b>	Outline the additional benefits of implementing ethics in the workplace.
<b>Topic Summary</b>	Benefits  Recognize the many benefits associated with implementing ethics in the workplace.
<b>Materials Required</b>	Flip chart/Board  Marker
<b>Planning Checklist</b>	Do some research on the Fortune 500 website.  <a href="http://money.cnn.com/magazines/fortune/rankings/">http://money.cnn.com/magazines/fortune/rankings/</a>  How many successful organizations are admired and considered good to work for?  Make a list of ethical companies to bring up in the discussion.
<b>Recommended Activity</b>	Ask the participants to help you create a list of organizations they consider to be ethical. Bring up the some of the organizations from your research. Discuss why people feel these companies are ethical.  Remember that no company is perfect, but those that take steps to improve ethics reap the rewards.
<b>Stories to Share</b>	Share that many of the organizations listed have codes of ethics that guide their culture and policies.
<b>Delivery Tips</b>	Encourage everyone to get involved in the conversation.
<b>Review Questions</b>	What are the organizational benefits of implementing ethics in the workplace?





We discussed the top 10 benefits of managing ethics in the previous module. Implementing ethics in the workplace will also lead to better profits and long-term growth. Unethical business practices can cause immediate financial gain, but they will cost companies customers and employees over time. When unethical practices become public knowledge, it is difficult for a business to recover its reputation.

Organizations with reputations for being ethical will also find it easier to earn credit, find investors, and expand into international markets. There are also benefits at the organizational level.

**Organizational Benefits:**

- Convinces employees that the company truly values ethical decision-making.
- Builds awareness of ethical issues.
- Creates an ethical guideline for employees to follow.

## Guidelines for Managing Ethics in the Workplace

<b>Estimated Time</b>	20 minutes
<b>Topic Objective</b>	Share the guidelines to successfully manage ethics.
<b>Topic Summary</b>	Guidelines for Managing Ethics in the Workplace  Use the exercise to enhance an understanding of the guidelines for ethical management.
<b>Materials Required</b>	Worksheet Three: Guidelines
<b>Planning Checklist</b>	None
<b>Recommended Activity</b>	Complete the worksheet individually and discuss your answers with the small group. Review as a class.
<b>Stories to Share</b>	Explain that companies that attempt to be ethical will make mistakes. No one is perfect. Share the story about Ben and Jerry's and dioxin.  <a href="http://www.wired.com/science/discoveries/news/2000/08/38302?currentPage=1">http://www.wired.com/science/discoveries/news/2000/08/38302?currentPage=1</a>  Despite the criticism, Ben and Jerry's was always known for its organizational and social responsibility.
<b>Delivery Tips</b>	Skip the small group or large group discussion to save time.
<b>Review Questions</b>	What is the first guideline for managing ethics?

Managing ethics in the workplace requires certain tools. Every organization needs a Code of Ethics, a Code of Conduct, and Policies and Procedures, which we will discuss later. These tools direct the organization as leaders attempt to manage ethics.



#### **Guidelines for Implementing and Managing Ethics:**

- **Give it time:** Managing ethics is a process-oriented activity that requires time and constant assessment.
- **Focus on behavior:** Do not give vague requirements; make sure that ethics management has an impact on behavior.
- **Avoid problems:** Create clear codes and policies that will prevent ethical problems.
- **Be open:** Involve different groups in ethics program and make decisions public.
- **Integrate ethics:** Make sure that all management programs have ethical values.
- **Allow for mistakes:** Teach employees how to behave ethically, and do not give up when mistakes happen.

## Roles and Responsibilities

<b>Estimated Time</b>	20 minutes
<b>Topic Objective</b>	Understand the roles and responsibilities of implementing an ethics program.
<b>Topic Summary</b>	Roles and Responsibilities  Determine the roles and responsibilities needed for your organization.
<b>Materials Required</b>	Worksheet Four: Roles
<b>Planning Checklist</b>	None
<b>Recommended Activity</b>	Complete the exercise individually. Discuss the exercise as a group, and review as a class.
<b>Stories to Share</b>	Explain that CEOs set the tone for ethical companies. Use the testimonials below to make your point.  <a href="http://ethisphere.com/worlds-most-ethical-companies-testimonials/">http://ethisphere.com/worlds-most-ethical-companies-testimonials/</a>
<b>Delivery Tips</b>	Skip either the small or large group discussion if time is running short.
<b>Review Questions</b>	Do all companies need to fill the same roles?

The roles and responsibilities necessary to effectively implement workplace ethics will vary with each organization. A manager should be in place to oversee the ethics program, but he or she will need the support provided by other positions. Smaller organizations may not need to fill all of the roles listed below; determine what your company needs before executing an ethics program.



**Roles:**

- **CEO:** The CEO of every company needs to support business ethics and lead by example.
- **Ethics committee:** An ethics committee will develop and supervise the program.
- **Ethics management team:** Senior managers implement the program and train employees.
- **Ethics executive:** An ethics executive or officer is trained to resolve ethical problems.
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## Sample Module: Review Questions

1. Which is not an organizational benefit of ethical companies?
  - a) Convinces employees that the company truly values ethical decision-making
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2. Which is not a tool for managing ethics in the workplace?
  - a) Give it time
  - b) Immediately fire those who make ethical mistakes
  - c) Be open
  - d) Integrate ethics
3. Do all companies need to fill the roles of CEO, ethics committee, ethics management team, ethics executive, and ombudsman?
  - a) Yes
  - b) No

## **Activities**

During the facilitation of a lesson Worksheet or Handout may be utilized to help present the material. If a lesson calls for a Worksheet or Handout it will be listed in the Lesson Plan box under Materials Required. The trainer can then utilize the Activities folder for the corresponding material and then provide it to the participants. They are all on separate Word documents, and are easily edited and customized.

Below you will see the Worksheets or Handouts that are utilized during the training of the above lesson. They are located in the Activities folder and can be easily printed and edited for the participants.

## Sample Worksheet: Guidelines

Create a guideline that will clearly influence behavior. For example, employees may not use the company phone for personal calls. Share your policy with your group. Provide feedback and point out any vagueness in your policy. Take the same steps to create a guideline for a management practice such as hiring or employee reviews.

Behavior Guidelines:

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Management Guidelines:

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## Sample Worksheet: Roles

List roles that your company needs to implement for an ethics management program. Assign responsibilities with each role.

1. \_\_\_\_\_  
\_\_\_\_\_

2. \_\_\_\_\_  
\_\_\_\_\_

3. \_\_\_\_\_  
\_\_\_\_\_

4. \_\_\_\_\_  
\_\_\_\_\_

5. \_\_\_\_\_  
\_\_\_\_\_

## **Quick Reference Sheets**

Below is an example of our Quick reference Sheets. They are used to provide the participants with a quick way to reference the material after the course has been completed. They can be customized by the trainer to provide the material deemed the most important. They are a way the participants can look back and reference the material at a later date.

They are also very useful as a take-away from the workshop when branded. When a participant leaves with a Quick Reference Sheet it provides a great way to promote future business.

# Business Ethics

## Identifying Types of Responsibilities

- **Legal:** Socially responsible companies are obligated to meet legal requirements that govern their industries. Health and safety standards and fair treatment of employees fall under this type of responsibility.
- **Financial:** Financial responsibility is more than turning a profit. Financial ethics cover everything from fair salaries to fair payments for raw materials and services as well as not price gouging customers.
- **Philanthropic:** Many organizations are being recognized for their philanthropy. Philanthropy can come from donations, service, education, and environmental programs. Some companies consider the environment its own type of social responsibility.



## Overcome Obstacles:

There will always be temptation to act unethically. These obstacles are particularly difficult to overcome when other people are encouraging you to behave unethically. They may be in positions of authority or simply intimidating, you do not have to give into them.



## Overcome Obstacles:

- **Sympathize:** Do not attack unethical people. Sympathize with their situation, but refuse to compromise your standards.
- **Make them responsible:** Do not quibble. Directly ask people if they want you to do something illegal or unethical. This removes their plausible deniability.
- **Reason:** Provide them with logical reasons for your refusal to compromise your integrity.
- **Stay firm:** Make a decision and stick to it. Do not let people wear you down.
- **Take precautions:** Keep a paper trail of your encounters, and be prepared to defend yourself.

## Developing a Code of Ethics

- **Laws and regulations:** All legal requirements need to be considered.
- **Company needs:** Consider the needs of the organization when creating a code.
- **Ethical values:** Use the ethics and values of the company. Include two examples for each value.
- **Wording:** Make sure that everyone knows that they have to abide by the Code of Ethics.
- **Update the code each year,** and make sure that everyone has a copy of these guidelines.



## **Certificate of Completion**

Every course comes with a Certificate of Completion where the participants can be recognized for completing the course. It provides a record of their attendance and to be recognized for their participation in the workshop.

# CERTIFICATE OF COMPLETION

**[Name]**

*Has mastered the course*

*Business Ethics*

Awarded this \_\_\_\_\_ day of \_\_\_\_\_, 20\_\_\_\_

Presenter Name and Title

\_\_\_\_\_

## **PowerPoint Sample**

Below you will find the PowerPoint sample. The slides are based on and created from the Training Manual. PowerPoint slides are a great tool to use during the facilitation of the material; they help to focus on the important points of information presented during the training.

## Sample Module: Implementing Ethics in the Workplace

Implementing ethics in the workplace is a complex but rewarding task. Companies need to focus on implementing uniform ethical standards and rules throughout their organizations. Employees should never have to question whether or not they are doing the right thing.

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## Benefits

Implementing ethics in the workplace will also lead to better profits and long-term growth. Unethical business practices can cause immediate financial gain, but they will cost companies customers and employees over time.

### **Organizational Benefits:**

- Convinces employees that the company truly values ethical decision-making.
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## Guidelines for Managing Ethics in the Workplace

### Guidelines for Implementing and Managing Ethics:

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